



The New York Oracle Users Group
Spring General Meeting – Tuesday March 12, 2013
 sponsored by **datAvail & Dell/Quest**

AGENDA

Time	Activity	Track/Room	Presenter
8:30-9:00	REGISTRATION AND BREAKFAST		
9:00-9:30	Opening Remarks General Information	(single session) Auditorium	Michael Olin NYOUG President
SESSION 1 9:30-10:30	KEYNOTE: Battle Against Any Guess	(single session) Auditorium	Alex Gorbachev Pythian
10:30-10:45	BREAK		
SESSION 2 10:45 -11:45	Advanced Database Performance Analysis Using Metric Extensions and SPA	DBA Auditorium	Mughees Minhas Oracle
	Top 5 Issues that Cannot be Resolved by DBAs (other than missed bind variables)	Developer Room 118	Michael Rosenblum Dulcian, Inc.
SESSION 3 11:45 -12:30	Ask the Experts Panel	(single session) Auditorium	Michael Olin Moderator
12:30 -1:30	LUNCH - ROOM 123 – Presentation by datAvail		
SESSION 4 1:30-2:30	Practical Hadoop by Example	DBA Auditorium	Alex Gorbachev Pythian
	Empowering Your Data Sharing Architecture for Continuous Availability	Developer Room 118	Jeffrey Surretsky Dell
2:30-2:45	BREAK		
SESSION 5 2:45-3:45	Schema Integration Techniques for Building the ODS	DBA Auditorium	Angelo Bobak Atos
	A Hitchhiker's Guide to Integrating Oracle XML DB 11gR2 and SQL Developer	Developer Room 118	Coleman Leviter Arrow

ABSTRACTS

9:30-10:30 AM

KEYNOTE: Battle Against Any Guess

Guesswork is enemy number one for any IT professional! This presentation explains why such a strong statement holds true. Can we afford guesswork while diagnosing an issue? What do we do when it seems like there is no path forward and no reasonable way to collect missing diagnostic information? In a crisis situation, how do you handle the pressure of getting "something" done? Is it safe to take a shortcut, relying on experience rather than on scientific method? Can experience play nasty jokes on you? These are the sort of questions to be asked and hopefully answered during this presentation.

Alex Gorbachev is an Oracle ACE Director and a member of the OakTable Network. He is a sought after speaker at Oracle conferences around the world. Currently Alex is the CTO at Pythian. The search for the perfect fit between technology, engineering talents, and business is what keeps him up at night.

10:45-11:45 AM DBA TRACK: Advanced Database Performance Analysis Using Metric Extensions and SPA

This session describes how to diagnose database performance problems using Metric Extensions (ME), a new feature of Enterprise Manager Cloud Control 12c, and SPA. ME support a rich feature set such as multiple key metrics, design and deploy lifecycle, and a robust user interface. This session will cover a real-world Oracle internal use case where an ME querying GV\$SQL_MONITOR was developed to identify problematic SQL. Once the problematic SQL has been identified, Mughees will discuss ways to tune the SQL and validate the fix using database features such as ADDM/AWR, SQL Tuning Advisor and SQL Performance Analyzer.

Mughees Minhas is responsible for all aspects of product management relating to database, systems and quality management solutions at Oracle Corporation. He has more than 17 years of experience working with Oracle products with special interests in the areas of application testing and quality, performance diagnostics and tuning, and SQL optimization. Mughees is a frequent speaker at various Oracle forums and has authored several papers on the internal workings and usage best practices of a wide variety of Oracle technologies. Mughees holds an undergraduate degree in Electrical Engineering from Washington University and an MBA from Columbia Business School. He is currently senior director of product management in Oracle's Server Technologies division.

10:45-11:45 PM DEVELOPER TRACK: Top 5 Issues that Cannot be Resolved by DBAs (other than missed bind variables)

Common knowledge says that if there is something wrong with the database, blame DBAs. Fortunately for database administrators, about 95% of such cases have nothing to do with their job responsibility. Unfortunately, it takes a lot of time to explain this to any manager. And it takes even longer for an organization as a whole to look for real solutions to its IT problems other than asking its DBAs to look for "run_faster=TRUE". This presentation's goal is to illustrate the most common "pseudo-DBA" issues and proper ways of resolving them.

Michael Rosenblum is a Software Architect/Development DBA at Dulcian, Inc. where he is responsible for system tuning and application architecture. Michael supports Dulcian developers by writing complex PL/SQL routines and researching new features. He is the co-author of *PL/SQL for Dummies* (Wiley Press, 2006), contributing author of *Expert PL/SQL Practices* (APress, 2011), and many database-related articles and conference papers. Michael is an Oracle ACE, and frequent presenter at conferences (Oracle OpenWorld, ODTUG, IOUG Collaborate, RMOUG, NYOUG) and winner of the ODTUG Kaleidoscope 2009 Best Speaker Award. In his native Ukraine, he received the scholarship of the president of Ukraine, a Master of Science degree in Information Systems, and a diploma with honors from the Kiev National University of Economics.

1:30-2:30 PM DBA TRACK: Practical Hadoop by Example

This session describes several practical examples of using Hadoop in companies that have been traditional users of relational Oracle databases. Alex will discuss such areas as ETL, archival storage, and analytics.

Alex Gorbachev (see keynote presentation for bio)

1:30-2:30 PM DEVELOPER TRACK: Empowering Your Data Sharing Architecture for Continuous Availability

The amount of data captured and accessed by your organization is growing every day. Everyone needs the most current information from their servers for operational decision-making, billing, inventory control, purchasing, and more. This session, will demonstrate how database replication offers the most effective way to provide real-time access to relevant data in production databases. Topics to be discussed include enabling customers to query data locally for faster access, preventing queries from affecting system performance, replicating to unlimited target systems, consolidating data to a centralized location, streamlining reporting, enabling disaster recovery, increasing security and scalability.

Jeffrey Surretsky has been working at Dell/Quest Software for 13 years as a Database Systems Consultant where he focuses on database solutions including replication and performance monitoring/management. Before that, Jeff held various roles in the IT industry since attaining his Bachelor Degree in Computer Science in 1987. Jeffrey also has an MBA in Information Systems.

2:45-3:45 PM DBA TRACK: Schema Integration Techniques for Building the ODS

The goal of this presentation is to present a simple yet thorough process that solves the challenges of schema integration and provides solutions to data conflicts uncovered by the process. Angelo will demonstrate how the application of schema integration addresses these challenges. Schema integration is a theory and process pioneered by experts in the field of data management. This presentation will explain the techniques used by two of these pioneers, M. Tamer Ozsu and Patrick Valduriez that can be applied in the design of an Operational Data Store (ODS).

Angelo R Bobak is a seasoned data architecture professional and published author with over 20 years experience in Business Intelligence, Data Architecture, Data Modeling, Master Data Management, and Data Quality. Angelo is currently working at Veyance as Foundation Manager and Senior Data Architect in the areas of Data Warehousing, Global Master Data Management, Data Integration and Data Quality.

2:45-3:45 PM DEVELOPER TRACK: A Hitchhiker's Guide to Integrating Oracle XML DB 11gR2 and SQL Developer

This session describes a project using XML with Oracle Database 11gR2 and discusses why XML DB was chosen, how XML DB was used, and the technical issues encountered. The presentation covers several examples using XMLTYPE, CLOBs, XML DB methods, XMLAGG, XMLELEMENT, XMLFOREST, XQuery and dbms_xmlDOM. You will learn about methods, design considerations and issues using Oracle XML DB. We will provide working examples that you may use with your Oracle environment.

Coleman Leviter, OCP is employed as an IT Software Systems Engineer at Arrow Electronics. He has presented at IOUG's Collaborate and at Oracle Open World. His articles have appeared in Select Magazine, IOUG's Tips & Best Practices Booklet for Oracle professionals and ODTUG Journal. He is the NYOUG WEB SIG chairperson and was the 2012 IOUG COLLABORATE Conference Chair. He has worked in the financial services industry and the aerospace industry where he developed Navigation, Flight Control and Reconnaissance software for the F-14D Tomcat. Coleman was recently elected to the IOUG Board of Directors. He may be contacted at cleviter@ieee.org